

Sep 80

Education

digital

TUFTS UNIVERSITY

"Before DIGITAL's word processing system was installed, we were a month behind in getting out our thank you letters, and it took three to four days for the acknowledgement cards to go out. Now both the cards and letters go out the next day."

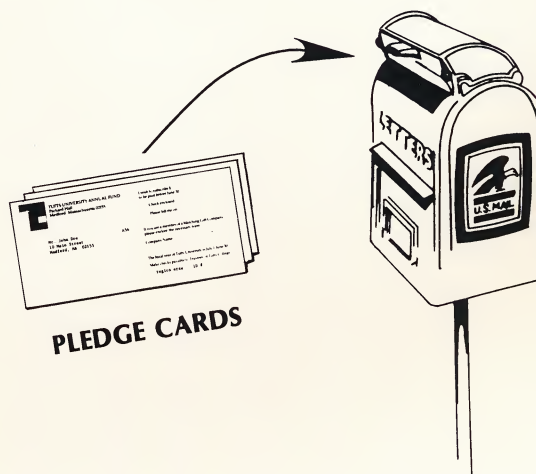
Tufts University in Medford, Massachusetts, is among the oldest and most prestigious of the colleges in the country. In 1976 the Vice President of University Resource Development (the fundraising division of the college) began looking to upgrade their outdated Dura/Itel papertape machines to computer-based technology. Since the DIGITAL word processor offered compatibility with an already existing database on the DECsystem-10 installed in the University's computer center, the Resource Development Division purchased their first DIGITAL word processing system, a 310W, in November of that year. Their decision to purchase the 310W was also influenced by the fact that the same system could be used for generating and revising grant proposals for the funding of special programs. With the understanding that the word processor could communicate with the DECsystem-10 using the Character Transmission option, they immediately began to mastermind a system whereby the division's applications could take advantage of the storage capacity of the host computer.

University Resource Development's primary word processing applications are in the area of alumni correspondence. The division is responsible for sending out thank you letters and acknowledgement cards to alumni for gifts that the college receives as the result of fundraising campaigns. And they must continually update their huge master alumni database on the computer. In addition to alumni-related activities, they maintain various other mailing lists for correspondence, publish a weekly newsletter, generate reports and proposals, legal documents and a directory of personnel. This is how they do it...

The University Resource Development Division has developed (as their name implies) and implemented a number of sophisticated fundraising programs for all branches of Tufts University. Such fundraising programs include annual and special mailings of pledge cards (see Figure 1) and letters to alumni, mass mailings requesting contributions during the holiday season, and "phonathons" (telephone solicitation campaigns), to name a few. They also send out computer printed letters periodically to alumni for update information such as marital status changes and address and telephone number corrections.

FIGURE 1
SAMPLE PLEDGE CARD

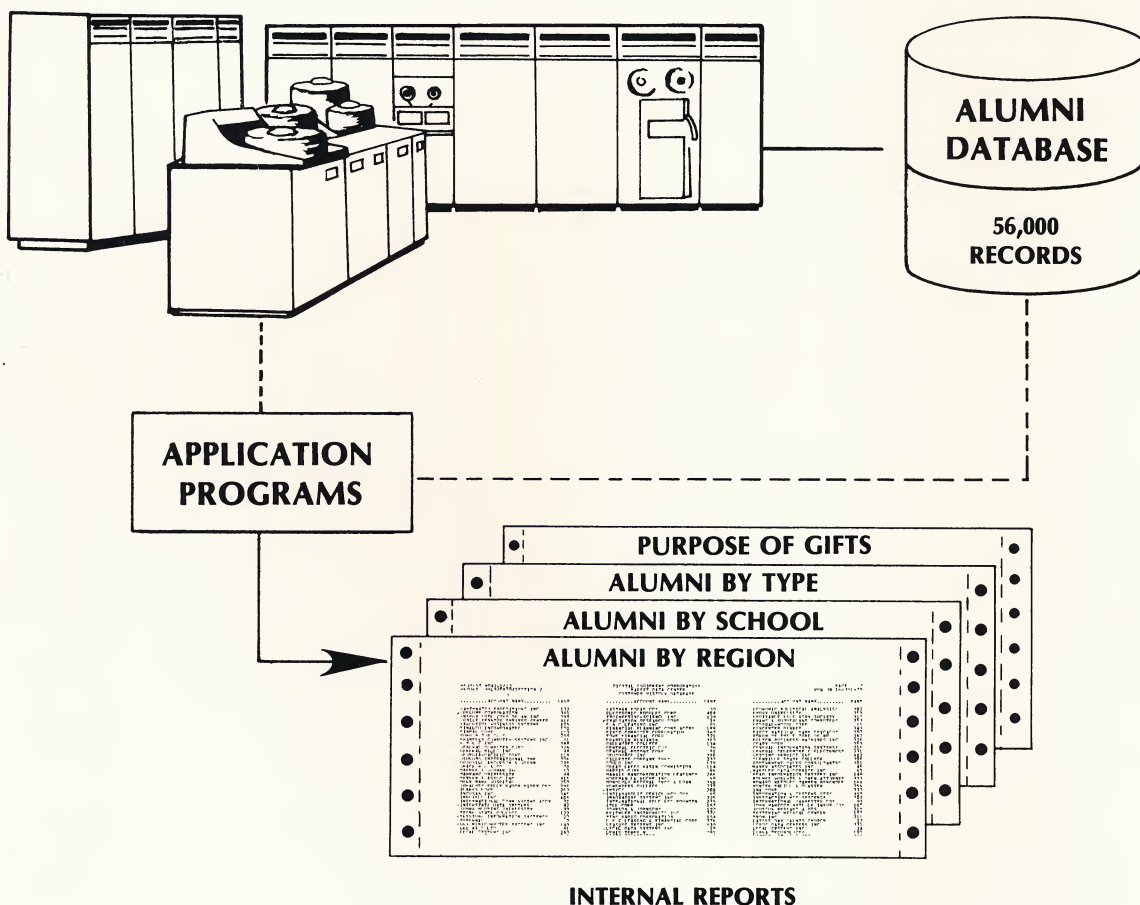
	TUFTS UNIVERSITY ANNUAL FUND Packard Hall Medford, Massachusetts 02155	I wish to subscribe \$ _____ to be paid before June 30.
	Mr. John Doe 10 Main Street Medford, MA 02155	A54 If you are a member of a Matching Gift Company, please enclose the necessary form Company Name _____ _____ _____ The fiscal year of Tufts University is July 1-June 30. Make checks payable to Trustees of Tufts College region area ID #
		_____ Check enclosed _____ Please bill me on _____



The basis of all alumni-related activities within Resource Development comes from their ability to store and retrieve alumni information on the DECsystem-10 in the University's computer center. The computer system stores approximately 56,000 alumni records, 10,000 of which are inactive. The system gives them access to all sorts of alumni information for both individuals and "matching gift" companies for the last five years and the current year. They can run application programs that sort the computer database and obtain computer printouts of alumni by geographic region, school (medicine, engineering, etc.), type of donation, purpose of gift, and many more. Using an IBM 1403 line printer, they generate ten to fifteen different internal reports regularly, including weekly breakdowns of the kinds of gifts received.

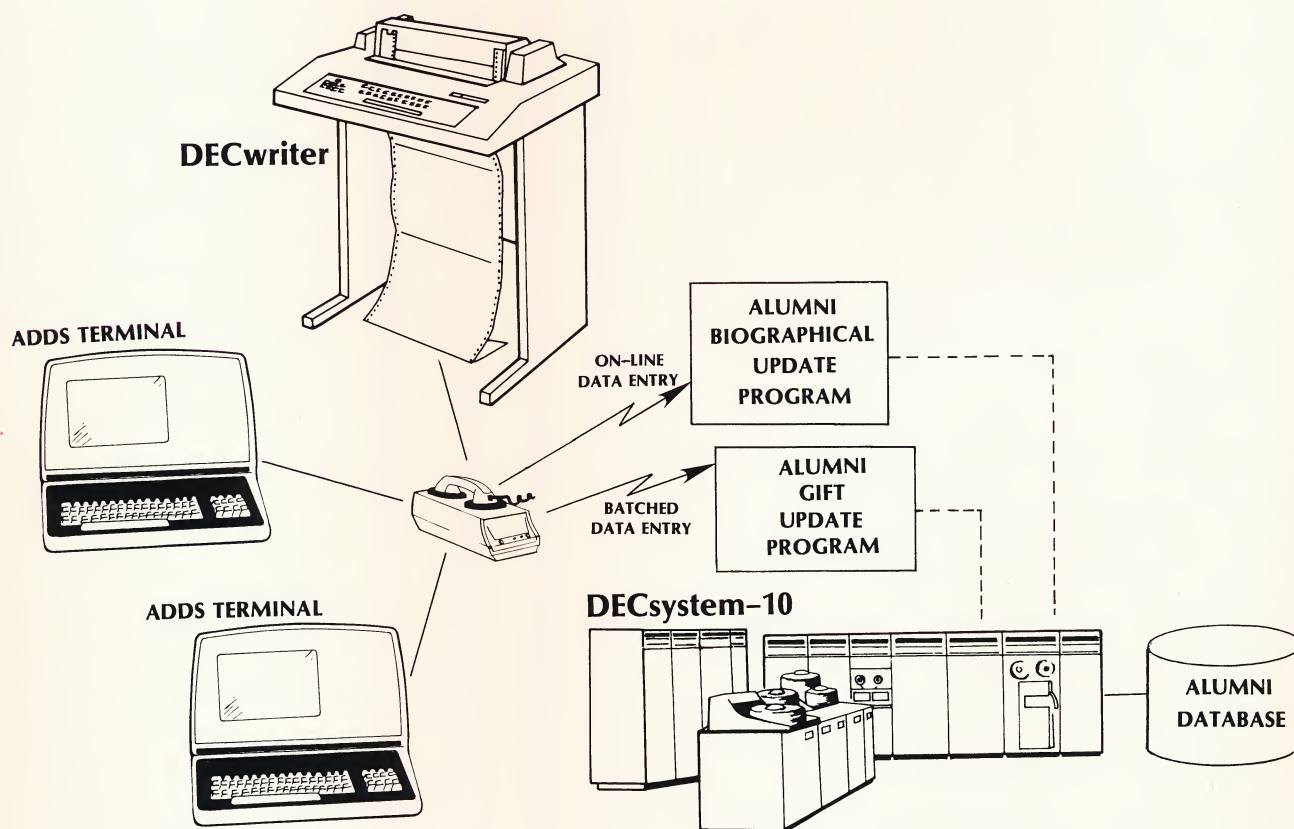
UNIVERSITY COMPUTER CENTER'S MASTER ALUMNI DATABASE

DECsystem-10



As a result of the various fundraising mailings and campaigns, biographical update and alumni gift information comes into Resource Development for input into the master alumni database on the computer at an average rate of 300 per week. During peak periods like Christmas and fiscal year-end (January), gift inputs may run as high as 1500 per week. By running two user-written data entry programs on DECwriters and ADDS (Applied Digital Data Systems) Regent 100 terminals with acoustic couplers, the division inputs the information over phone lines to the host. The master alumni file is updated on-line with the biographical data, while the gift input is batched daily and the file updated weekly.

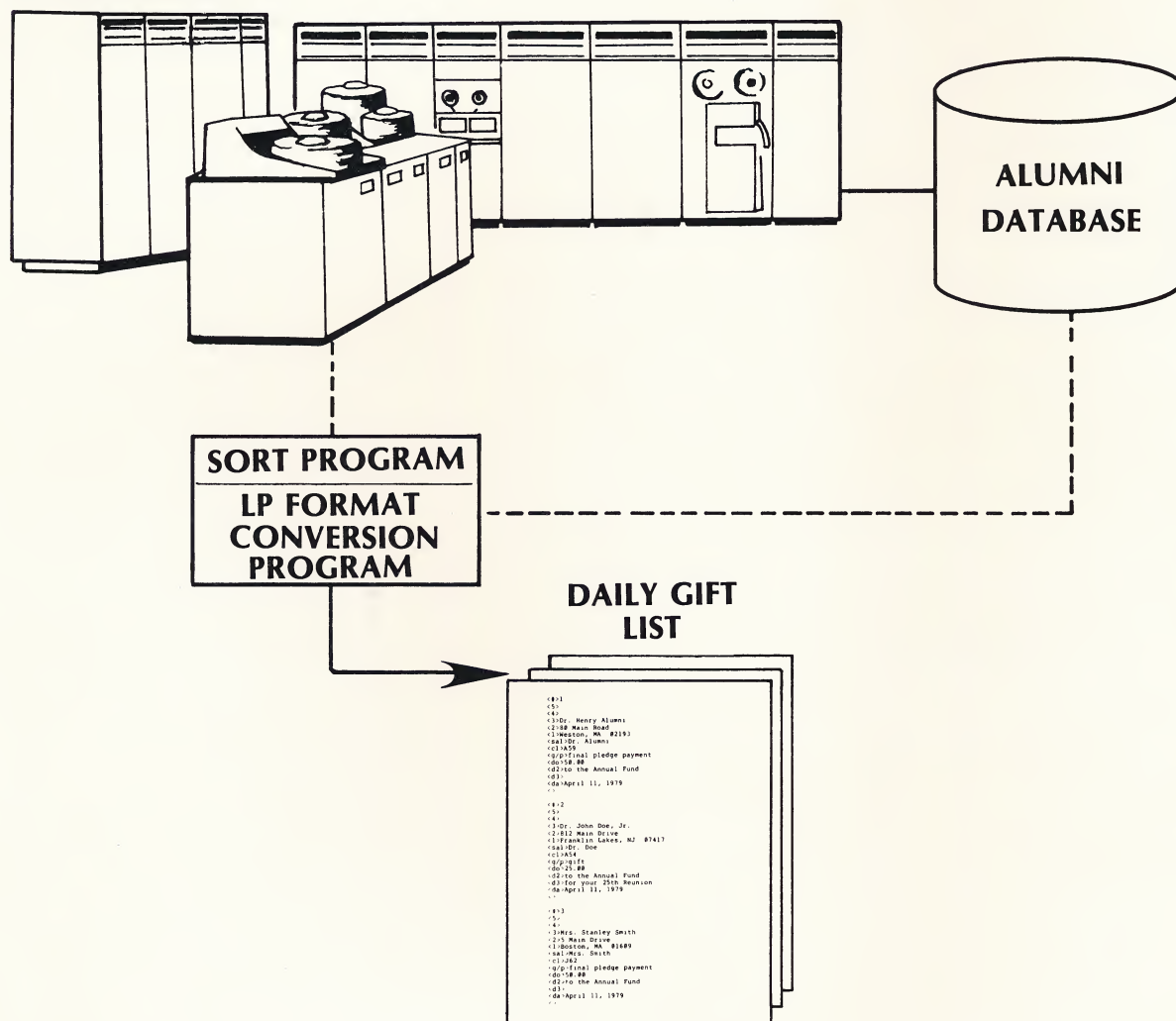
DATA ENTRY AND FILE UPDATE



Another application program written at Tufts does an alphabetic sort of the gift batch file on the DECsystem-10, and converts the day's gift input to a list processing formatted list file. This program incorporates many niceties in the creation of the gift list, including consecutively numbering the records in the list, looking up addresses from the master file when necessary, and spelling out abbreviations typed during input.

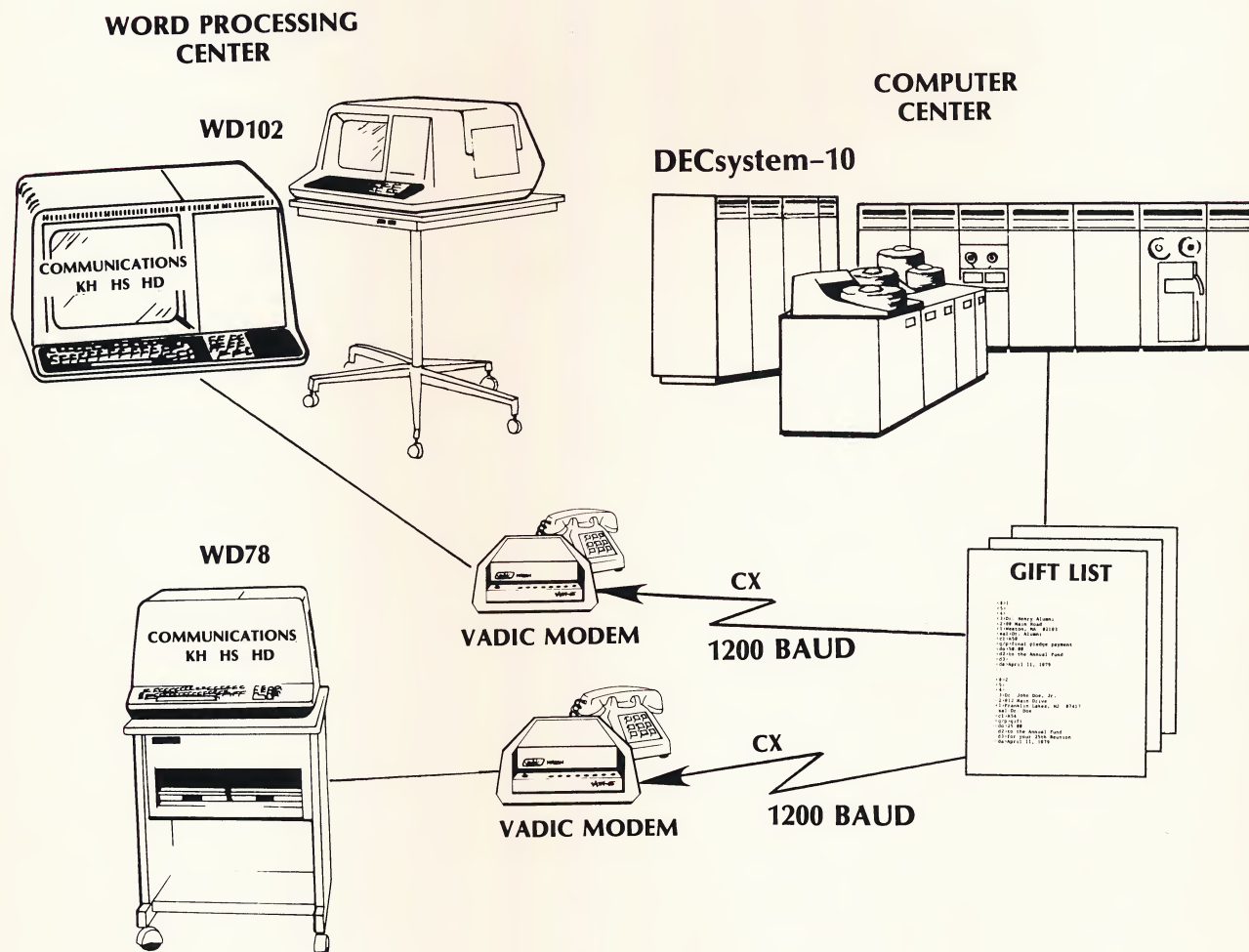
SORT AND CONVERT TO LIST PROCESSING FORMAT

DECsystem-10



The gift list is transmitted daily over 1200 baud lines with Vadic modems to the division's word processing center, which has grown to include a WD78 and a WD102 (upgraded from the original 310W). By selecting the HD (host to document) option from the Communications Menu, the operators bring the gift list document over to the diskettes on the word processing systems for use in their alumni correspondence/list processing applications.

TRANSMIT GIFT LIST TO WORD PROCESSING CENTER



Definitions of the fields contained in each record in the gift list are :

```
<#>    Record number
<5>    Name and address information for a 5 line address (optional)
<4>    Name and address information for a 4 line address (optional)
<3>    Name and address information for a 3 line address
<2>    Address information
<1>    City, state and zip
<sal>  Salutation
<cl>   Class (school code and graduation year)
<g/p>  Gift or pledge
<do>   Donation amount
<d2>   Type of gift
<d3>   Purpose of gift
<da>   Date gift processed
<>     End of record marker
```

For example, a portion of the day's gift list might look like this:

```
<#>1
<5>
<4>
<3>Dr. Henry Alumni
<2>80 Main Road
<1>Weston, MA 02193
<sal>Dr. Alumni
<cl>A59
<g/p>final pledge payment
<do>50.00
<d2>to the Annual Fund
<d3>
<da>April 11, 1979
<>

<#>2
<5>
<4>
<3>Dr. John Doe, Jr.
<2>812 Main Drive
<1>Franklin Lakes, NJ 07417
<sal>Dr. Doe
<cl>A54
<g/p>gift
<do>25.00
<d2>to the Annual Fund
<d3>for your 25th Reunion
<da>April 11, 1979
<>

<#>3
<5>
<4>
<3>Mrs. Stanley Smith
<2>5 Main Drive
<1>Boston, MA 01609
<sal>Mrs. Smith
<cl>J62
<g/p>final pledge payment
<do>50.00
<d2>to the Annual Fund
<d3>
<da>April 11, 1979
<>
```

Four different documents are produced as the result of merging the gift list with forms stored on the word processing system:

- Acknowledgement Cards
- Day Sheet
- Thank You Letters
- Flat List

ACKNOWLEDGEMENT CARDS

A gift Acknowledgement Card expressing the University's appreciation for the gift donation received is printed and mailed to every alumnus on the list. The cards are mounted on continuous form carrier paper and are printed using stored printer settings (SS and RS options on the Printer Menu). Figures 2 and 3 illustrate the list processing form used and a completed Acknowledgement Card.

**FIGURE 2
GIFT ACKNOWLEDGEMENT
CARD FORM**

TUFTS UNIVERSITY
Medford, Massachusetts 02155

On behalf of the University,
I acknowledge the receipt of your gift
with genuine appreciation.

<da>

<5>
<4>
<3>
<2>
<1>

<g/p> of \$<do>
<d2>
<d3>

John W. Sheetz
John W. Sheetz, Vice President

**FIGURE 3
COMPLETED GIFT
ACKNOWLEDGEMENT CARD**

SAMPLE

TUFTS UNIVERSITY
Medford, Massachusetts 02155

On behalf of the University,
I acknowledge the receipt of your gift
with genuine appreciation.

Date gift processed

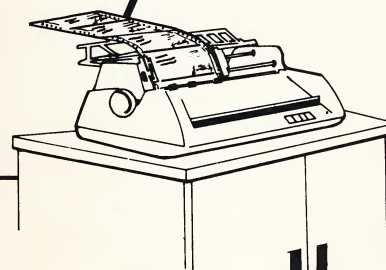
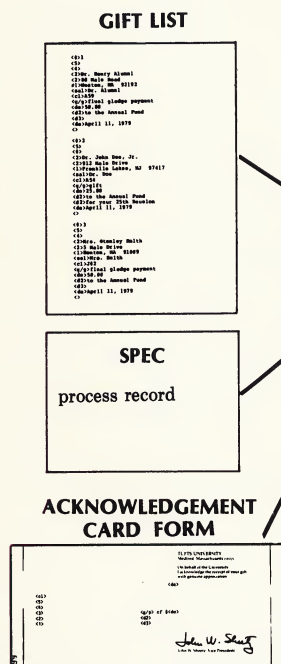
gift of \$100.00
to the Dental Annual Fund
for your 25th reunion

John W. Sheetz
John W. Sheetz, Vice President

Mr. Alumni
100 Main Street
Anywhere, MA 01111

D35

Pat Card #121555



DAY SHEET

The Day sheet is a listing of all the gifts received that day, including the name and address of each donor, a code indicating the school and graduation year of the alumnus, the dollar amount of the gift or pledge and the fund to which it will be given. The Day Sheet is produced using the specification statement "process record" and the list processing form is illustrated in Figure 4. Figure 5 is a sample of a completed Day Sheet.

Copies of the Day Sheet are distributed to the different departments within Resource Development (Annual Fund, Foundation Resources, Capital Campaign Office and Office of the President), as well as to key individuals within the division. The departments then determine which, if any, of the alumni on the list should receive personalized thank you letters. They return marked up copies of the Day Sheets, indicating which of the forty standard letters stored on the word processing system should be sent and to whom.

FIGURE 4
DAY SHEET FORM

```
-----START PRINT CONTROL-----  
top  
Page \p                                     <da>  
-----END PRINT CONTROL-----  
<5>  
<4>  
<3>                                     <cl> <g/p> of $<do>  
<2>                                     <d2>  
<1>                                     <d3>
```

FIGURE 5
SAMPLE DAY SHEET

Page 1		April 11, 1979
Dr. Henry Alumni 80 Main Road Weston, MA 02193	A59	final pledge payment of \$50.00 to the Annual Fund
Mr. John Doe, Jr. 812 Main Drive Franklin Lakes, NJ 07417	A54	gift of \$25.00 to the Annual Fund for your 25th Reunion
Mrs. Stanley M. Smith 5 Main Drive Boston, MA 01609	J62	final pledge payment of \$50.00 to the Annual Fund
Mr. Peter Beeman 8207 South Austin Burbank, IL 60477	A33	pledge of \$300.00 & payment of \$100.00 to the Annual Fund
Mr. Roger Hart 1400 Cummings Drive Richmond, VA 23220	E69	gift of \$30.00 to the Annual Fund
Ms. Sharon Hoard 100 South Wacker Drive Chicago, IL 60606	A54	gift of \$100.00 to the Annual Fund for your 25th Reunion
Mr. James D. Martin P. O. Box 21 Rocky Mount, NC 27801	J75	gift of \$15.00 to the Annual Fund
Mrs. Victoria Stone 55 Elm Street Hartford, CT 06115	A77	gift of \$15.00 to the Annual Fund

GIFT LIST

```

1  Mr. John Doe, Jr.
2  812 Main Drive
3  Franklin Lakes, NJ 07417
4
5  Mrs. Stanley M. Smith
6  5 Main Drive
7  Boston, MA 01609
8
9  Mr. Peter Beeman
10 8207 South Austin
11 Burbank, IL 60477
12
13 Mr. Roger Hart
14 1400 Cummings Drive
15 Richmond, VA 23220
16
17 Ms. Sharon Hoard
18 100 South Wacker Drive
19 Chicago, IL 60606
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21 Mr. James D. Martin
22 P. O. Box 21
23 Rocky Mount, NC 27801
24
25 Mrs. Victoria Stone
26 55 Elm Street
27 Hartford, CT 06115
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SPEC
process record

DAY SHEET
FORM

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THANK YOU LETTERS

About twenty per cent of the alumni that donate gifts to the University receive personalized thank you letters, as specified by the departments. Custom paragraphs are pulled into some of the letters from the Abbreviation library. The letters and their envelopes are printed and automatically collated using continuous form carrier paper with alternately mounted letterhead and envelopes. Figure 6 represents the list processing forms used to generate the letters and envelopes; Figures 7 and 8 are completed letters and their envelopes.

FIGURE 6

 TUFTS UNIVERSITY February 20, 1979 <5> <4> <3> <2> <1> Dear <sal>: We appreciate so much your recent <g/p> of \$<do> <d2><d3>. Your gift is always appreciated, etc, etc. We thank you. Yours cordially, John Doe	 TUFTS UNIVERSITY Medford, Massachusetts 02155 <5> <4> <3> <2> <1>
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FIGURE 7

THANK YOU LETTERS AND ENVELOPES

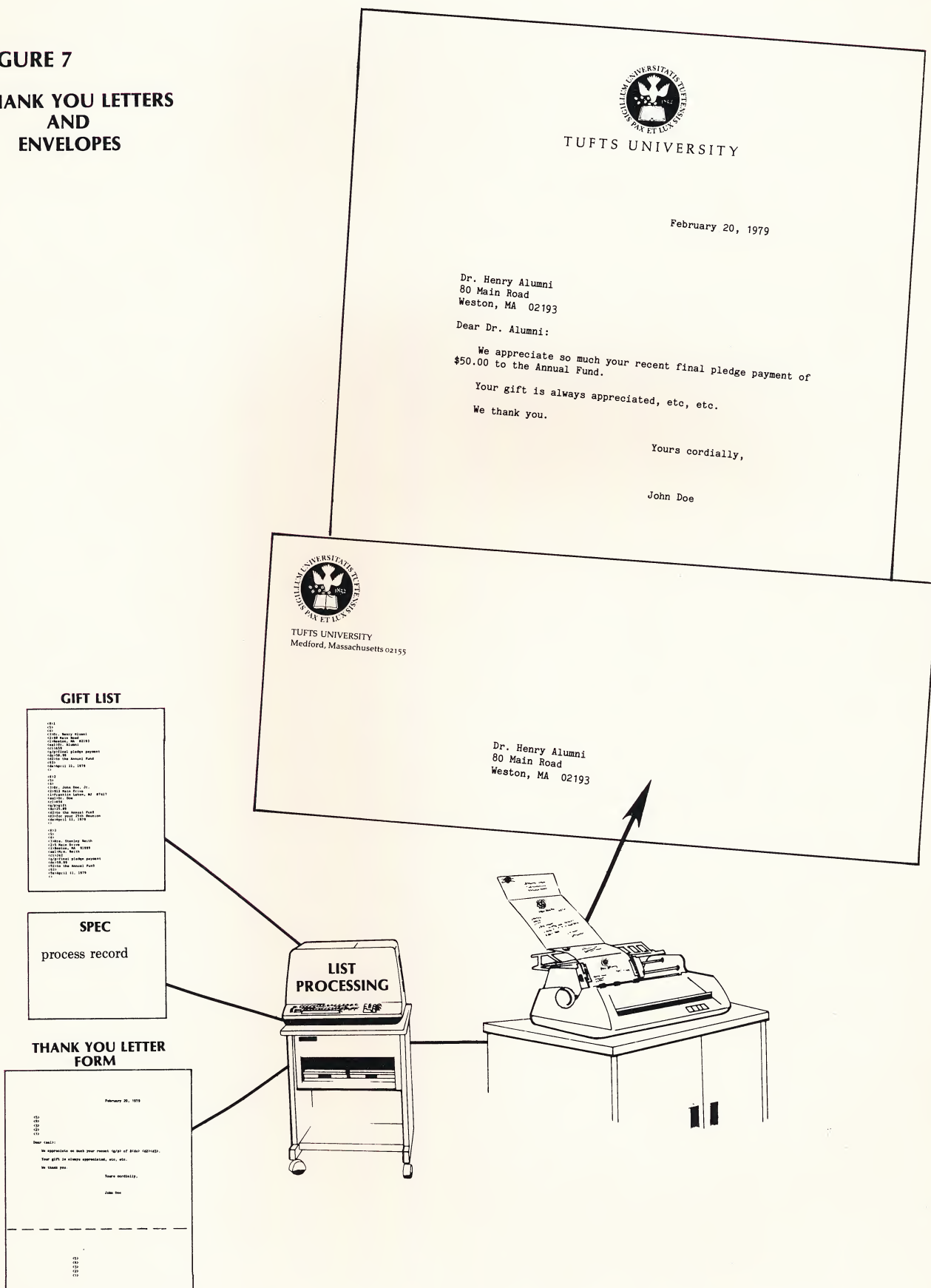
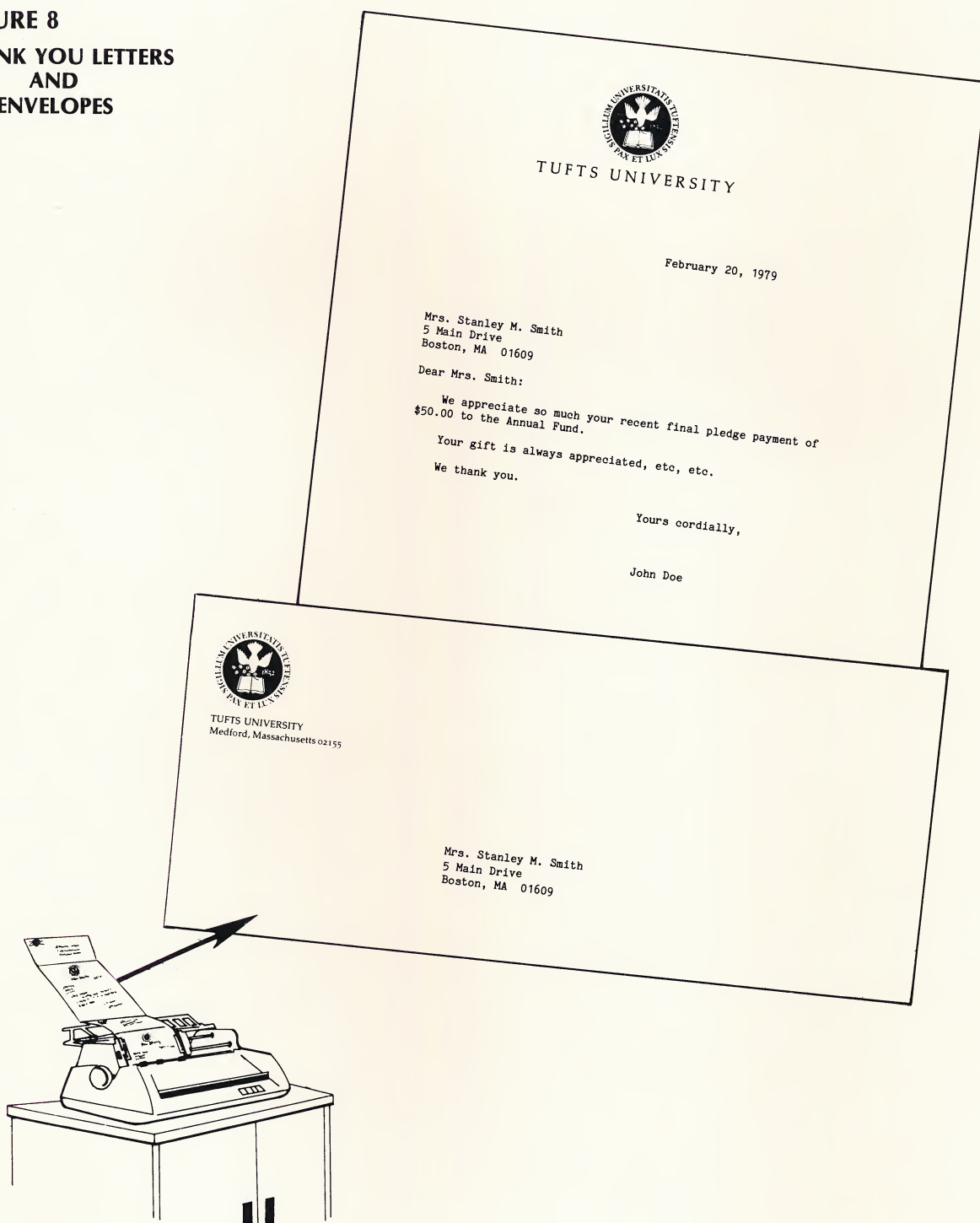


FIGURE 8
THANK YOU LETTERS
AND
ENVELOPES



FLAT LIST

Rather than keeping carbon copies of all thank you letters mailed, the Flat List, similar to the Day Sheet, is a printout of all alumni that received personalized letters on a particular day. Essentially, it looks the same as the Day Sheet.

OTHER APPLICATIONS

Resource Development frequently uses list processing to sort the daily gift lists that are sent from the DECsystem-10 by other categories, creating sublists and additional internal reports as needed. They use list processing for other alumni-related correspondence applications as well. For instance, the word processing center generates personalized letters from the Chairman of the Board of Trustees announcing to selected alumni that they will be solicited during a "phonathon."

Occasionally, Resource Development uses its DIGITAL word processing systems as data entry terminals to the computer for updating the alumni database. However, this is the exception rather than the rule since the workload of the word processing center is extremely heavy. In addition to implementing non-alumni related applications within the division, the center also acts as a word processing service bureau for other departments within the division.

GRANT PROPOSALS

Resource Development takes advantage of its word processing systems in the writing of grant proposals to private foundations for the funding of special programs for different schools and departments in the University. These proposals are generated on the word processing systems since they require extensive revisions and are comprised largely of boilerplate text.

MAILING LISTS, LEGAL DOCUMENTS, PERSONNEL DIRECTORY

In addition, Resource Development maintains mailing lists for other offices and departments in the University. The word processing center uses list processing to do mailing and standard correspondence, selectively retrieving from these lists. For example, they maintain a mailing list of 450 names and addresses for the Office of the President. The word processing systems are also used for typing and revising legal documents, such as Unitrusts and Indenture Trusts, and for maintaining a personnel directory of the building.

SCHOOL NEWSLETTER

The Office of Public Information within Tufts (part of Resource Development) uses the center's word processing systems to publish a weekly newsletter for the University. The newsletter makes use of features such as multi-column printing, justification and bolding. After the text is printed on the letter quality printer, the headings are pasted in. The document is then off-set printed by University Office Services. Figure 9 is a sample of the final product. Eventually, they would like to take advantage of the communications capabilities of the word processor to tie into a photocomposition system. This will provide them with the means to produce a professionally typeset alumni newsletter as well as the school newsletter.

FIGURE 9
SCHOOL NEWSLETTER

Tufts

Booyed by the senate of the new Tufts practicing the "Foot" mid-November with rowing club, including rowing on to 7:45 a.m. Saturday for the five feet to stand, regular ab MTT. Shell with room contain w rowers. T rowers can't sheets, e 200, found rowers.

"A lot of rhythm are Stevens, pull like are aimed skill. Pe stroke but maintainin

"There is Charles," will do a Tufts." enthusiast Mayer and and Science

According club at 7:30 p.m. Stevens p late Octo the "Foot

Although Stevens will be forming stable teams of nine people who wish to compete, he says everyone is welcome to join the club.

WEEKLY GAZETTE FOR THE UNIVERSITY

OCT. 24 & 25, MON

LACROSSE -- Intro Transcendental M Room 206, Eaton

OCTOBER 25, THUR

CASE PRESENTATION Department of Op Ziskind I Confer

TEACHING CONFERENCE Oriented Group." Associate direct Center for Child a.m., Room 417, Boston.

ADULT PSYCHIATRY Nature of the Dis Review of the Ph Bearing on the U C. Nienah, psychi Israeli Hospital, Proger 503.01, R

WOMEN'S SOCCER -- 3:30 p.m.

PHYSIOLOGY DEPART "Comparative Phy Large Intestine." Clemens, New York College, Cornell p.m., Physiology H&O 702, Boston.

TUFTS CENTER FOR Presentation and President Mayer director of the T Talloires, Franci programs held at and answer questi 4 p.m., Coolidge

FILM -- Sponsored Tails. 7 p.m., F

HILLES, SPECIAL EN Dancing. 8 p.m., Admission \$5.00.

OCTOBER 26, FRID

WOMEN'S JV SOCCER -- Boston, 3 p.m.

PHYSIOLOGY DEPART "Aortic Hydrolyase Dr. Ronald A. Har Medicine, Albert Medicine, 3:30 p Department Librar

IMMUNOLOGY SEMINAR tion of 8 Cell Se Individual Cell I Metcalf, Department of Microbiology, Uniformed Services University of Health Sciences. 4 p.m., 5th Floor, Proger Building, NEMH. Coffee at 3:30 p.m.

HOMEWORKING AT BARNUM -- Tours of the newly-renovated Barnum Hall will begin at 9:30 a.m., conducted by members of the Department of Biology.

ASSOCIATION. For more information call 738-4920.

FINAL MEETING -- Tufts Alumni Council. 9:30 a.m., Coolidge Room, Ballou Hall.

Friday, October 19, 1979

Volume five, number seven

New scholarship for women announced: \$2.3 million in Fay Memorial Fund

A new scholarship fund for women, estimated at about \$2.3 million, has been established at Tufts through the generosity of the late Helen Richardson Fay, a descendant of one of Medford's oldest families.

The fund, announced this week by President Jean Mayer, will be known as the Wilton B. and Helen R. Fay Memorial Fund.

Income from the fund will be used to assist deserving undergraduates at Jackson College for Women, with preference given to women whose homes are in Middlesex County, Massachusetts.

The Fays lived on Wyman Street in Medford. Wilton Fay, who died in 1940, was an accountant and a member at various times of the Massachusetts House of Representatives and Senate. He was born in Boston in 1865, only a few years after the incorporation of Tufts.

Mrs. Fay died in 1961. Co-trustees of the Helen R. Fay Trust are attorney Edward W. Raye and the New England Merchants National Bank. According to C. Russell deBuzio Jr., treasurer of the Trustees of Tufts College, "Mr. Raye worked closely with undergraduate officers in 1961 in determining the major needs of deserving undergraduate women at Tufts University. Mrs. Fay's bequest was included in the Tufts University program in 1962, with a value of \$1.1 million."

In accepting the gift, President Mayer said, "The education of women has not been a cautious experiment at Tufts, which became co-educational in 1892, and which created a coordinate college for women, Jackson College, in 1910. Today, Tufts is for all intents and purposes, completely co-educational."

This academic year, approximately 4,200 undergraduates are enrolled in Tufts' undergraduate schools. Of that number,

approximately 1,700 are women studying at Jackson College, while other women attend the co-educational College of Engineering and College of Special Studies.

"The Wilton B. and Helen R. Fay Memorial Fund," said Bernard W. Harleston, dean of the faculty of arts and sciences, "permits Tufts University to extend further its service to its neighboring communities."

A campus celebration

While the Tufts Marching Band played "Dear Alma Mater," President Jean Mayer and six representatives from Somerville, Tufts and the construction firm of Edward R. Marden laid the cornerstone for the new Latin Way dormitory last Friday.

About 100 people were present for the festive happening, which was colored -- literally -- with the release of more than 250 balloons by a company appropriately titled Balloons over Boston.

The event kicked off the three-day Parents Weekend celebration, attended this year by about 550 parents.

At the cornerstone laying ceremony, President Mayer expressed thanks to the administrators and faculty and staff members who made possible the construction of the dormitory, which has been in the planning stage since August 1977.

(Cornerstone -- continued on page five)



Balloons over Medford -- and over Bernard Harleston -- highlight festivities on Latin Way. Photo by Susan Lapides.

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WORD PROCESSING SYSTEMS
DIGITAL EQUIPMENT CORPORATION, MERRIMACK, NEW HAMPSHIRE 03054
